
Recent Press Release Updates : Global Satellite Market Trends & Opportunities (2015-20)

The report analyzes and presents an overview of " Global Satellite Market: Trends & Opportunities (2015-20) " worldwide.

About Satellite Market

The report titled “Global Satellite Market: Trends and Opportunities (2015-2020)” analyzes the potential opportunities and significant trends in the global satellite manufacturing, satellite services and satellite ground equipment markets. The report provides detailed analysis of the market size and segmentation of the satellite industry with regional focus on the United States satellite market. It assesses the market share of the satellite industry based on certain parameters like segmentation, operational function and orbital launch. The report profiles and analyzes the business strategies of the leading companies operating in the segment such as Intelsat S.A., Eutelsat Communications S.A. and SES S.A.

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Geographical Coverage

- The United States

Company Coverage

- Intelsat S.A.
- Eutelsat Communications S.A.
- SES S.A.

Executive Summary

Satellite industry forms an integral part of both space and telecom industry. The satellite industry has developed dramatically over recent years, both in terms of capability and its image. The industry plays fundamental role in providing services like broadcasting, managed network services, mobile data, voice services and remote and image sensing. The satellite industry is primarily categorized into four segments - Satellite services, Satellite Manufacturing, Satellite Launch and Satellite Ground Equipment Market. The satellite services segment is the largest segment of the satellite industry witnessing the highest growth.

Developed Western economies like the United States and several countries of Europe have maintained a positive momentum in the satellite industry. Demand for high definition TV conversion, direct to home (DTH) television and intercontinental transmission is projected

to drive growth in developed economies. Further, growth of the satellite industry is significantly higher in Middle East and North Africa as compared to rest of the world.

Some of the existing fundamentals such as rapid growth of internet access, video diffusion, demand for digital TV and growth in communication and broadcasting market underpin growth of the industry globally. Major market constraints are competition from fiber optical cable, capital intensive business, spectrum access risk and technology risk. Key trends prevailing in the market includes use of hybrid DTH and terrestrial broadband concept and prevalence of mobile broadband in markets in Asia.

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